

Tuesday, Dec. 5th. Margaret Styles, Interpretive Specialist, Juan Batista de Anza National Historic Trail.

Title: O'Neill's Local Legacy: Factors Influencing the Relationship between Literary Sites and Local Communities

Abstract: Eugene O'Neill National Historic Site in Danville, California, lacks local stakeholders and struggles to maintain relevance in the community. The purpose of this qualitative study was two fold: to examine the perceptions of community relations with other U.S. literary sites elicited through phone interviews to determine which potential factors may influence those relations; and to explore the meanings, significance, and degree of place attachment the Danville community ascribes to the O'Neill historic site by conducting focus groups. Specific factors that emerged from the data reveal potential positive and negative effects on the community relations based on the perceptions of the community, the literary sites, and the writers. The O'Neill historic site has a low level of positive factors, indicating a lack of significant place attachment among the community. Identifying these factors and their influences will assist the management in developing effective community outreach efforts and build a stronger relationship.